



Communications Update

Mike Charbonneau
Deputy Secretary of Communications

July 8, 2015

Structure

- Communications
- Marketing
- Creative & Web Services

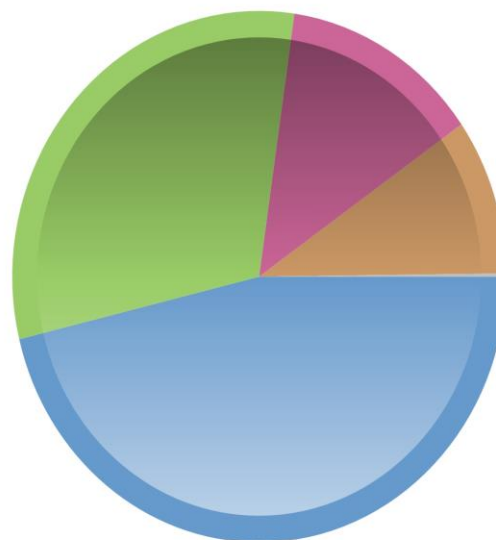
Communications

- Strategic, integrated comm. plans
- Crisis
- Media relations



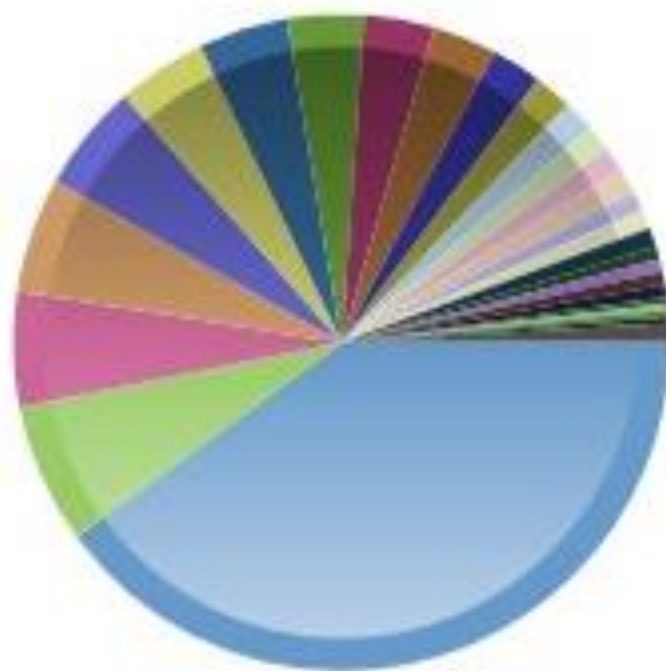
Activities May 8th – July 8th

Activity by Type Chart



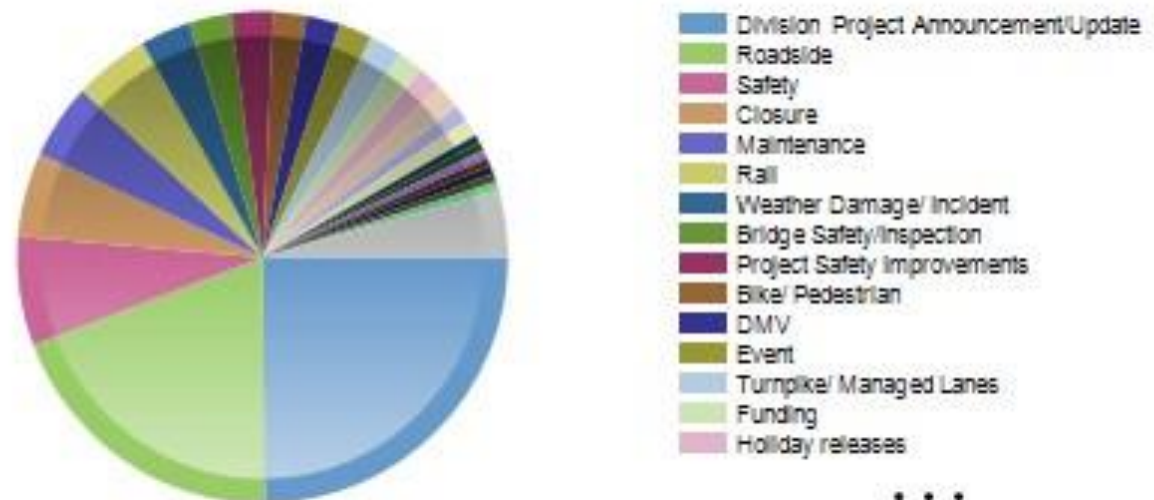
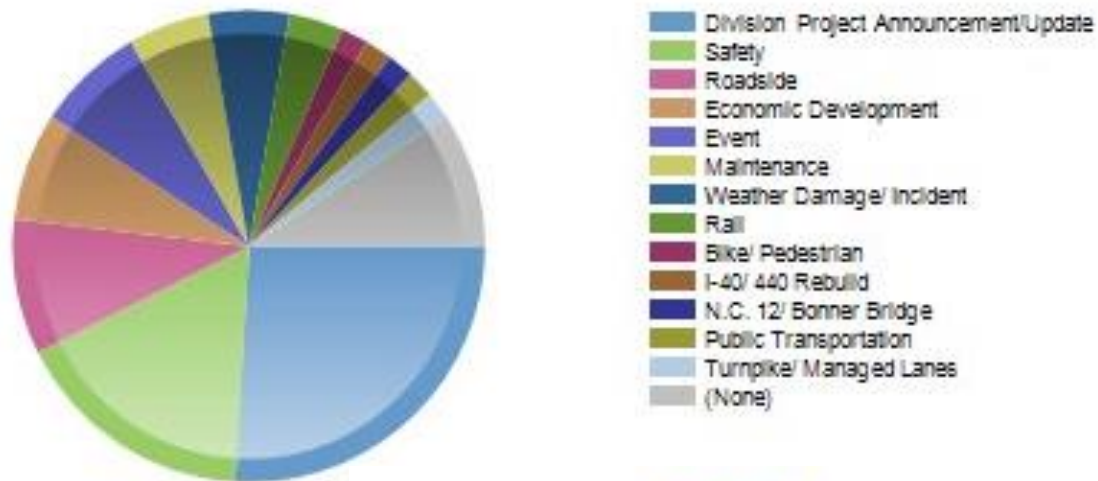
Color	Name	Value	Pct.
■	News Release/ Media Advisory	238	46.21 %
■	Inquiry	160	31.07 %
■	Proactive pitch	67	13.01 %
■	Interview request	49	9.51 %
■	(None)	1	0.19 %

News Release By Topic



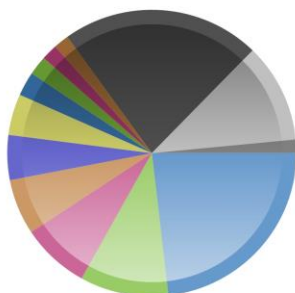
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Interviews/Inquiries By Topic

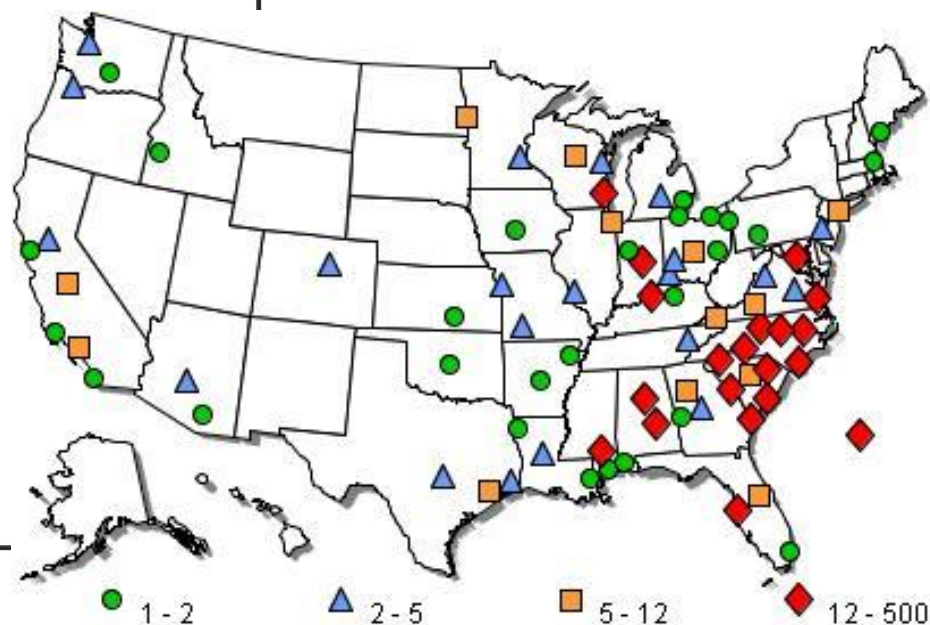


Media Coverage (2045 stories)

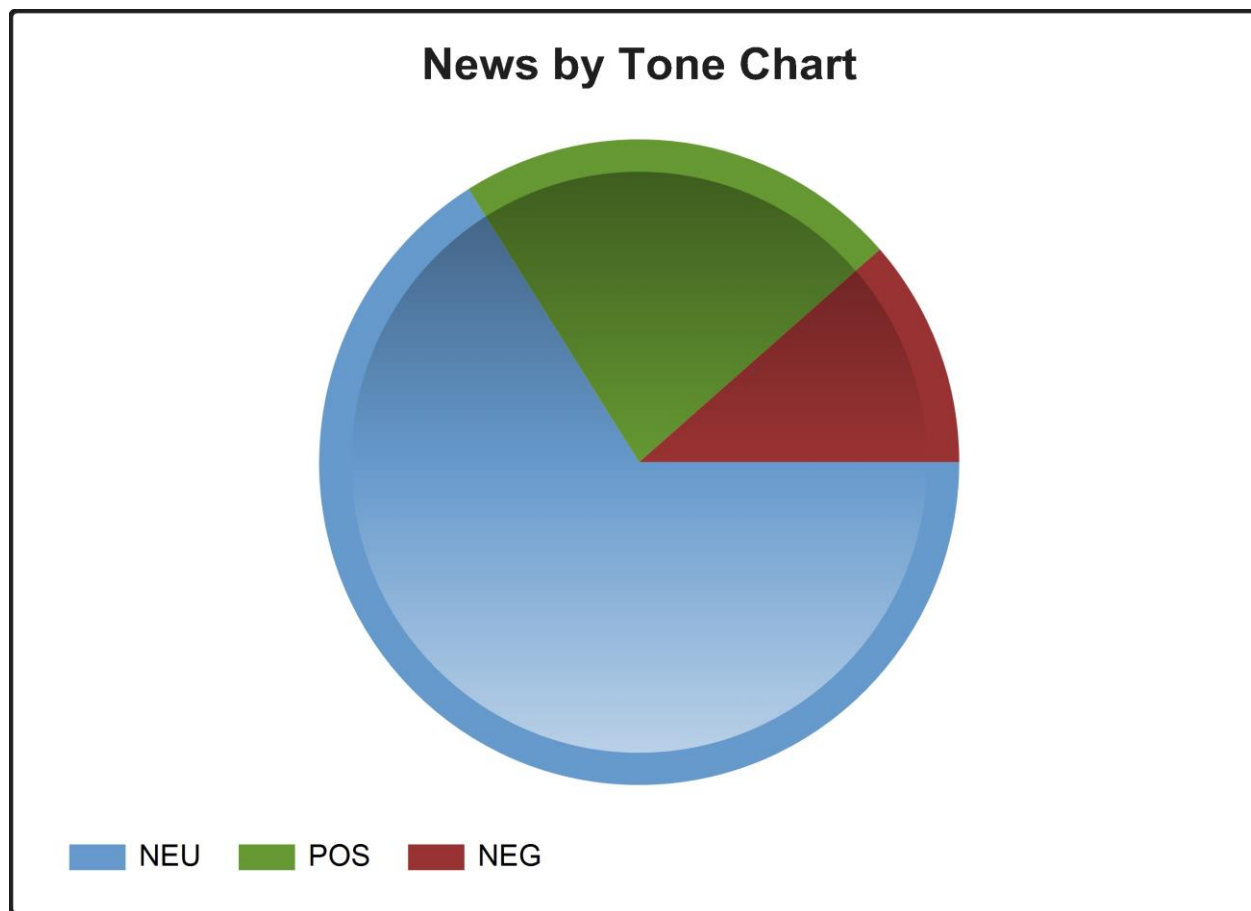
News by DMA Chart



Color	Name	Value	Pct.
Blue	Charlotte, NC	470	23.16 %
Light Green	Raleigh-Durham, NC	201	9.91 %
Pink	Wilmington, NC	155	7.64 %
Orange	Greensboro-High Point-Winston-Salem, NC	127	6.26 %
Purple	National	103	5.08 %
Yellow	Greenville-Spartanburg-Ashville-Anderson	94	4.63 %
Dark Blue	Greenville-New Bern-Washington, NC	55	2.71 %
Dark Green	Florence-Myrtle Beach, SC	44	2.17 %
Maroon	Hattiesburg-Laurel, MS	36	1.77 %
Brown	Augusta, GA	35	1.72 %
Grey	(Other)	451	22.23 %



Media Coverage Tone



Bonner Bridge Media Coverage

Nearly 100 stories in 48 hours

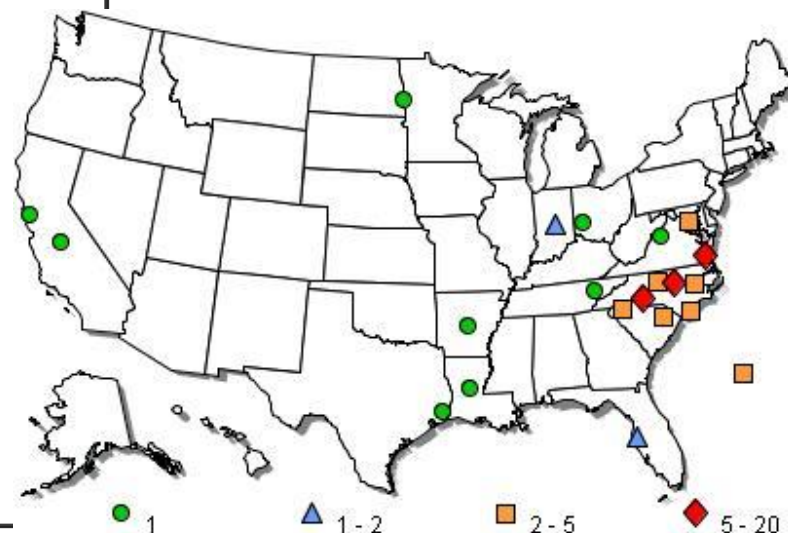
News by DMA Chart



Color Name

Value Pct.

Norfolk-Portsmouth-Newport News, VA	19	21.11 %
Raleigh-Durham, NC	11	12.22 %
Charlotte, NC	8	8.89 %
Florence-Myrtle Beach, SC	5	5.56 %
Washington, DC	5	5.56 %
National	4	4.44 %
Wilmington, NC	4	4.44 %
Greensboro-High Point-Winston-Salem, NC	3	3.33 %
Greenville-New Bern-Washington, NC	3	3.33 %
Greenville-Spartanburg-Ashville-Anderson	3	3.33 %
(Other)	13	14.44 %



Bonner Bridge Media Coverage



Color	Name	Value	Pct.	Color	Name	Value	Pct.
Blue	NEU	82	91.11 %	Green	POS	2	2.22 %
Red	NEG	6	6.67 %				

Marketing

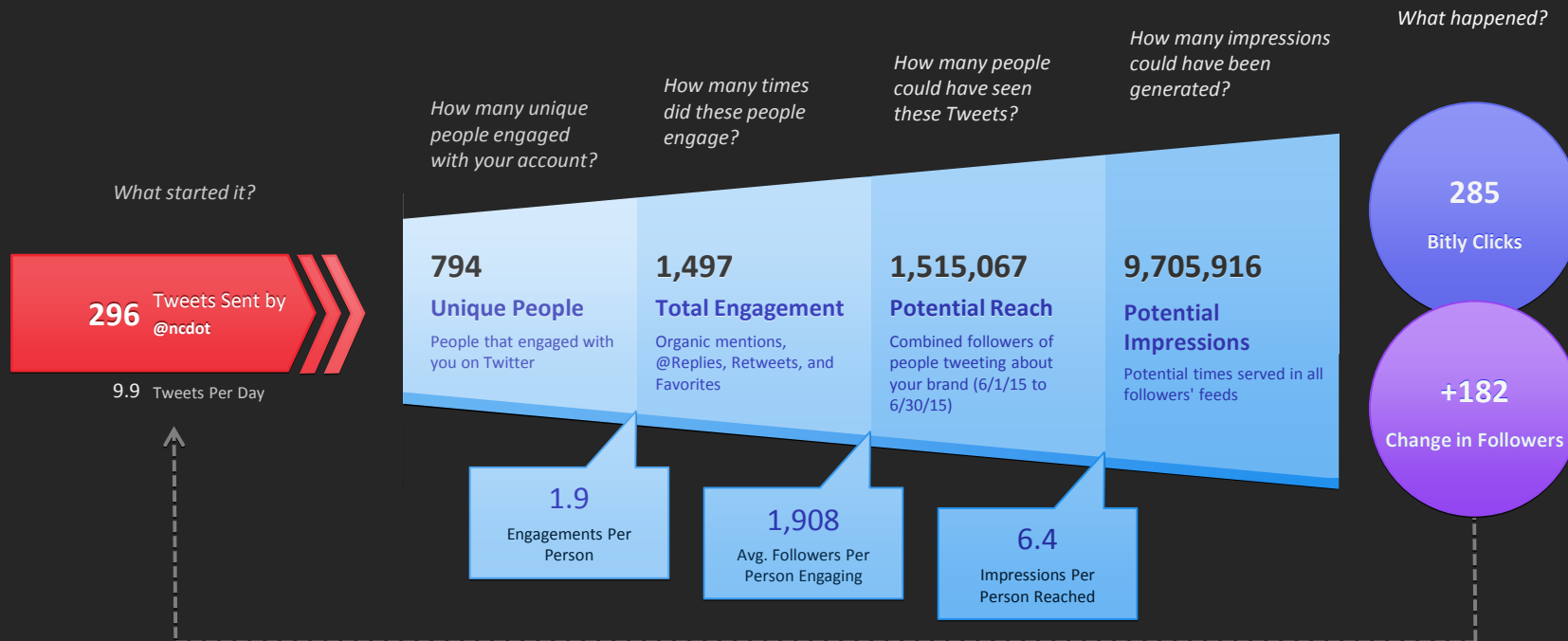
- Strategic Marketing Plans/ Budgets
- Media Buys
- Social Media



A screenshot of a tweet from NCDOT Rail (@NCDOT_Rail) dated 16 Jan 2015. The tweet text reads: "Buy Carolinian train tickets through Jan. 31 and save 20%! Charlotte-NYC as low as \$89; Raleigh-DC as low as \$42. [cards.twitter.com/cards/18ce53xv...](#)". Below the text is a photo of a blue and red NCDOT train engine moving through a snowy landscape. To the right of the photo, the text says "Save 20% on Train Tickets!" and "www.ncbytrain.org". At the bottom right of the photo area is a "Read more" button.

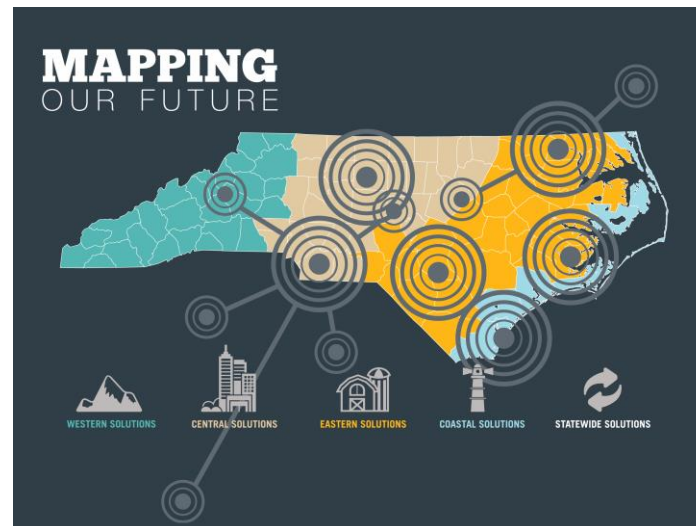


Twitter Engagement Megaphone



Creative Services/ Web

- Graphics/ publication
- Design
- Video/ photo
- Web Projects



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North Carolina

DEPARTMENT OF TRANSPORTATION

JULY 2015



Division 2

COUNTIES SERVED | Beaufort, Carteret, Craven, Greene, Jones, Lenoir, Pamlico, Pitt



News In the State: Bonner Bridge Agreement

NCDOT reached a settlement agreement that will allow the department to replace the aging Bonner Bridge in Dare County. Under the agreement, conservation groups will dismiss both federal and state Bonner Bridge-related lawsuits, allowing the department to move forward with replacing the bridge. Work is currently expected to begin on the replacement of the Bonner Bridge in spring of 2016, with construction taking approximately three years to complete.



Carteret County Approved of \$5.4 in Reconstruction

The N.C. Department of Transportation has awarded a \$5.4 million contract to S.T. Wooten Corporation of Wilson. The money will go toward resurfacing and reconstruction of shoulders on U.S. 70, N.C. 12 and the Cedar Island Ferry Terminal, including the ferry ramp, in Carteret County. [Read More here.](#)



Board of Transportation Update

Division 2 Board Member, Hugh Overholt, attended the June 4 meeting where multiple items were brought to discussion.

One of those included the approval of the contract for the Greenville South West Bypass. This route will stretch from south of Old N.C. 11 to U.S. 264 in Pitt County. There were four bidders with Barnhill Contracting Company having the lowest bid of nearly \$40 million. The expected completion date is November 2019.

NCDOT Now

Raleigh-N.C. Department of Transportation contractors will close the I-85 northbound on-ramp at N.C.39 (Andrews Avenue) on Friday, June 26. The closure, part of a project to improve 20.6 miles of I-85 in Vance and Warren counties, will remain in place until early 2017.

June 26, 2015



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**"If you're driving
along the coast this
holiday weekend
you will see some of
#NCDOT's beautiful
wildflowers!"**



Governor Pat McCrory and other officials discuss the Bonner Bridge settlement.



Click the above image to watch the latest episode of NCDOT NOW!